MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/ 2017

BMK2044 – MARKETING COMMUNICATION

(All sections / Groups)

29 MAY 2017
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (including cover page) with 5 Questions only.

2. Answer **ALL** the questions. The distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

Marketing strategies are placing more and more effort on target marketing. Define target marketing and discuss THREE (3) types of target marketing with examples of companies currently employing these strategies.

(Total 20 marks)

QUESTION 2

One of the most basic and popular approaches to understanding consumer motivation is the classic theory of human motivation popularized by Maslow Hierarchy of needs. Discuss how this theory can be applied for developing advertisements that appeal to different types of needs.

(Total 20 marks)

QUESTION 3

Explain the concept of transformational advertising. Find TWO examples of the companies that are using transformational ads and discuss how the ads might enhance the experience of using the product or service.

(Total 20 marks)

QUESTION 4

The direct marketing plays an important role in the integrated marketing communication program. Discuss how direct marketing activities support and are supported by other elements of the promotional mix.

(Total 20 marks)

QUESTION 5

Corporate advertising is designed to promote overall image of the firm. Discuss FOUR (4) types of corporate advertising with appropriate examples.

(Total 20 marks)

End of page.